



Public Art—What It Is, What It Isn't, and What It Could Be

Monday, April 30, 2007 The Paramount Theatre, 215 East Main Street, Charlottesville, VA

The Virginia Alliance of Local Arts Agencies will bring together arts administrators, commissioners, government staff, tourism, parks and recreation, and economic development people in this one-day conference on public art.

Liesel Fenner, public art manager Americans for the Arts, Jack Mackie, an international public artist and advocate, as well as regional public art program directors have designed lively sessions to increase awareness and excitement about public art. As creative leaders we will network and share practical tools, industry information, ideas, resources, camaraderie and tasty food.

The Virginia Alliance of Local Arts Agencies' mission is to strengthen and develop local arts agencies throughout the Commonwealth. By fulfilling this mission, the Virginia Alliance of Local Arts Agencies supports hundreds of local art organizations, thousands of local arts programs, and millions of arts audiences.



VALAA members at Virginia Artworks

9:30 a.m. – 10:00 a.m. Registration & Continental breakfast

Welcoming Remarks

10:00 – 11:00 Getting Started in Your Community

Jack Mackie, a practicing public artist for 30 years will talk about the beginnings of the Seattle Public Art Program, the synergy that lead to so many great art projects, and administrative policies that are now industry standard. Jack will address who to involve, how to shape processes and what to avoid.

11:00 a.m. – 11:10 a.m. Break

11:10 a.m. – 12:00 Noon Current Trends in Public Art

Jack will show examples of public art projects both his and those of other artists addressing individual sculptures, infrastructure projects and master planning for artwork.

12:00 Noon – 1:00 p.m. Lunch

1:00 p.m. – 2:00 p.m. Public Art in the

Commonwealth of Virginia Learn more about what other communities across Virginia are doing in public art. Representatives from several towns and cities, whether just starting, overseeing a developing program or administering an established program, will present brief overviews of the status of public art in their communities including Elizabeth Breeden, Manager of Charlottesville's Art in Place.

2:00 p.m. – 2:10 p.m. Break

2:10 p.m. – 3:00 p.m. Nuts & Bolts of Public Art

Liesel Fenner, Manager of Public Art, Americans for the Arts will provide materials and offer resources from the Public Art Network. She will discuss best practices of developing public art programs from inception, ordinances, hiring artists, contracts, and construction and dedication ceremonies.



Speakers

Jack Mackie is a public artist who resides in Seattle, Washington. Jack has participated in major urban redevelopment and new construction projects including the Downtown Seattle Transit Project, the Santa Clara County California light rail/BART projects, the Unser Boulevard crossing of the Petroglyphs National Monument in Albuquerque, NM, and the Nashville Downtown Transit Center.

He has co-authored the Public Art Program for the Dallas Area Rapid Transit Agency; the Aesthetic Design Standards and Design Implementation Procedures for CENTRO Transport Authority, Birmingham, UK, and the Bute Avenue Corridor Plan, Cardiff, Wales. He created the Public Art Programs for the Memphis/Shelby County Central Library; the Performing Arts Center, Mesa, Arizona; and the Charlotte Area Transit System. He is past chair of the Public Art Committee for the Seattle Arts Commission, Vice-Chair to the Seattle Design Commission and Chair to the Seattle Light Rail Review Panel. He currently serves as Chair to the Port of Seattle Art Oversight Committee.

Liesel Fenner is manager of public art for Americans for the Arts in Washington D.C. As manager of the Public Art Network (PAN), Liesel cultivates field leadership, developing partnerships, programs, and services that increase the knowledge, visibility, and engagement of professional members with interests in public art, cultural districts, and cultural facilities. Liesel served as public art program manager for the New England Foundation for the Arts. She is a licensed landscape architect and practiced landscape architecture and urban design in the San Francisco Bay Area. She attended the Rhode Island School of Design and received a master's degree in landscape architecture, with a specialization in sculpture and public art.



Registration: \$30 Includes continental breakfast, lunch and afternoon refreshments.

Checks made payable to Piedmont Council of the Arts and mail to: Piedmont Council of the Arts, P.O. Box 2426, Charlottesville, VA 22902-2426.

Name: _____

Company: _____

Title: _____

Business Address: _____

_____ Zip _____

Business Phone: _____

Business Fax: _____

Email: _____

Website: _____

Other people included in this booking

Continuing Education Units (CEU's) pending



Virginia Alliance of Local Arts Agencies

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Paramount Theatre & Cultural Center
215 E Main Street Charlottesville
434 979 1922 www.theparamount.net

Directions to the Paramount Theatre: The Paramount Theater is located on Charlottesville's Downtown Mall at 215 East Main Street, approximately two miles north of the Fifth Street/Route 631 Exit (exit 120) off of I-64, or one and a half miles east of U.S. Highway 29.

Interested in staying in Charlottesville? For information please check: www.charlottesvilletourism.org



Special Acknowledgements:

Local host, Piedmont Council on the Arts
Virginia Alliance of Local Arts Agencies
Virginia Commission for the Arts
Virginians for the Arts
Virginians for the Arts Foundation
Northern Service/ Virginia Parks & Recreation Society

VIRGINIA ALLIANCE OF LOCAL ARTS AGENCIES



Public Art

What it is, What it isn't
& What it could be!

APRIL 30TH, 2007
10.00AM – 3.00PM

**PARAMOUNT THEATRE
& CULTURAL CENTER**

**215 E MAIN ST
CHARLOTTESVILLE VA**